



Transportation Consultants

DRAFT

Downtown Parking Study

For the City of San Leandro

August 22, 1996

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Prepared by
TJKM Transportation Consultants
4637 Chabot Drive, Suite 214
Pleasanton, California 94588-2754
(510) 463-0611

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I. Summary

Study Purpose

The purpose of this study is to provide local decision makers with the necessary technical information to determine how to best match parking resources with parking needs in the downtown area. Several parking studies have been conducted for the downtown area over the years. The primary impetus for this most recent work was in response to the Downtown Business Association's concerns about enhancing parking availability near retail uses, providing more long-term parking for employees, reducing spill over parking in residential areas, and optimizing parking enforcement.

Key Issues

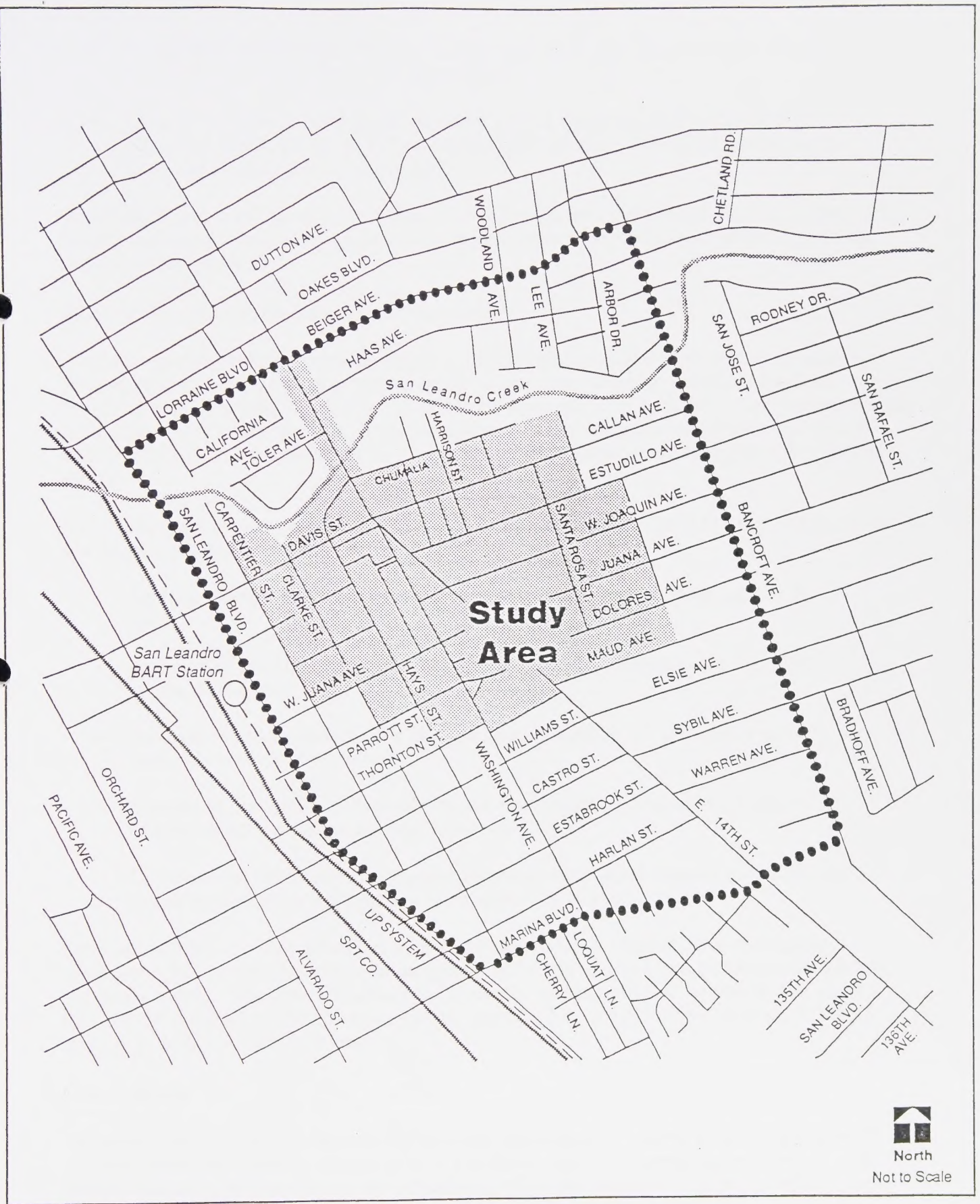
As the study progressed, TJKM worked with City staff and the Downtown Parking Committee to develop a dialogue about the real and perceived parking needs in the downtown area (see Figure 1 for a map of the study area). Key questions and issues evolved that included:

- ▶ How does demand for a parking space vary over a typical day for on-street (block faces) and off-street (lots and garages) spaces?
- ▶ Is there a sufficient supply of short-term parking convenient to the retail uses, or is there a latent demand for additional parking?
- ▶ Are long-term parking demands (employee parking) adequately served, or do they spill over to short-term parking spaces or residential areas?
- ▶ Where are restricted parking measures (time zones, meters) most necessary, and where can they be relaxed?
- ▶ How can the City best utilize its parking enforcement services in meeting the parking needs of the downtown area?

Current Parking Conditions

In order to answer these issues, a comprehensive series of parking surveys was conducted by TJKM in the downtown area. This was perhaps the most important aspect of this study because it provided empirical evidence about current downtown parking conditions. The surveys measured where vehicles are parked, and for how long, in San Leandro's downtown. Surveyed areas included all public off-street and on-street parking spaces. TJKM analyzed the data to identify patterns where parking supplies are inadequate, and where opportunities exist for better serving the current parking demands. In brief, the surveys found that:

- ▶ There are just over 2,000 public parking stalls in the downtown area. There are just over 2,000 public parking stalls in the downtown area (on- and off-street).
- ▶ The highest sustained parking occupancy levels occur between 11:00 a.m. to 3:00 p.m. on weekdays.



City of San Leandro
Study Area

Figure
1



- ▶ During peak parking times, the most heavily used areas were the Washington Plaza Shopping Center, the library, and Pelton Center.
- ▶ Long-term employee parking was not found to be a significant factor of these high occupancy levels, except for Pelton Center which had nearly 50% of its spaces used by long-term parked vehicles (employees).

Other investigations and analyses were made of the City's current policies and costs associated with parking enforcement and meter maintenance to help uncover areas where more effective practices could be implemented.

Alternative Solutions and Recommendations

Alternative parking solutions were developed to address these identified issues including removing selected parking meters, changing metered spaces to time zone control or unrestricted spaces, modifying employee parking behavior and adding on-street spaces by converting from parallel to angle parking in several prime locations. These alternatives were developed in conjunction with several actions planned and implemented by the City to address these same issues during the course of this study.

The alternative solutions which are recommended by this study are presented in detail in Chapter IV and summarized briefly below:

- ▶ Addition of angle parking in areas where parking demand is high (adds approx. 70 spaces);
- ▶ Retention of parking meters in locations where occupancy is moderate to high (160 meters remain out of 273);
- ▶ Removal of parking meters along blocks where the majority of businesses wish them removed (removal of 113 meters);
- ▶ Changes in time limits for both metered and non-metered parking to better match parking duration needs for abutting businesses; and
- ▶ Conversion of restricted parking to parking spaces where street capacity and width can permit a return to on-street parking (adds approx. 11 spaces).

Other alternatives were also considered such as the removal of all parking meters throughout the downtown. Because the majority of businesses considered the meters a benefit, this alternative was not recommended. The meters recommended to remain generate sufficient revenue to just pay for their annual maintenance and operation; parking meters in San Leandro do not generate sufficient revenue to support enforcement costs.

Conclusions

The project was directed to answering key questions regarding how demand for parking spaces on- and off-street varies over the day, whether there is a sufficient supply of parking appropriately located, whether long-term parking intrudes into surrounding residential neighborhoods, and whether existing parking regulations and meters should be modified or eliminated.

This study has shown that overall, downtown has sufficient parking, but not always as convenient to destinations as desired. There are opportunities to increase parking supply, and these are described in the Recommendations section, and there are many detailed recommendations for modifying parking regulations and removing parking meters. Long-term parking for employees exists in several locations, but the current attitude of employees is reflected in the summary of comments to the questionnaire: they desire to park very close to where they work while standard practice would have them park a couple blocks away in spaces subject to less demand - such as the city parking garage. City staff and the consultant found opportunities to increase parking supply in most of the few locations where demand exceeds supply, such as the library, Pelton Center and the Washington Plaza lot. The increased parking supply does not necessarily make up the entire deficit in parking supply, but, there are few options to increase the supply beyond the steps identified in this report. For example, increasing parking at Washington Plaza (near Long's and Safeway) is constrained by Juana Avenue on the south, Safeway on the west, and buildings along East 14th Street to the east. While there is parking available in the plaza to the north of the Safeway and Long's parking field, it is too far away to adequately serve Safeway.

Generally, the study showed that parking is dynamic and changes with the mix and locations of business in downtown, and therefore, needs to be managed dynamically as well. From time-to-time the City should update this study as a whole, and should also adjust parking supply, time limits and meters on the basis of day-to-day requests and process.

II. Existing Parking Conditions

Parking Inventory

TJKM and City staff compiled an inventory of parking spaces in the downtown area for use in this study. The boundaries of the study area (see Figure 1) generally ranged from Begier Street which is opposite from City Hall on the north to Maud Avenue on the south, Carpentier Street to the west and Santa Maria Street to the east. The parking inventory included all public off-street and on-street parking spaces and several selected private lots that were identified during the study. The results of the parking inventory are summarized in Table I and illustrated on Figure 2.

Table I: Downtown Parking Inventory (March, 1996)

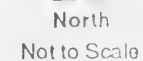
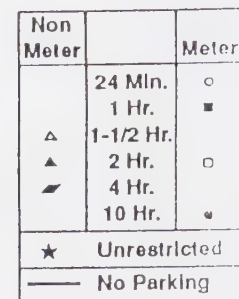
| No. | Type of Parking Control | Total Spaces |
|-------|-----------------------------|--------------|
| 1 | 24-minute meter | 18 |
| 2 | 1-hour meter | 93 |
| 3 | 2-hour time zone | 319 |
| 4 | 2-hour meter | 90 |
| 5 | 4-hour time zone | 8 |
| 6 | 10-hour meter | 102 |
| 8 | Off-Street Lots and Garages | 1,029 |
| 9 | Unrestricted | 663 |
| Total | | 2,322 |

Note: Parking totals for all public spaces within the downtown area and selected private lots. Refer to Figure 1 for mapped locations of all parking spaces. Subsequent to March, 1996 the City removed 32 10-hour meters on Hays Street between West Juana Avenue and Davis Street.

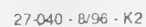
Referring to Figure 2, the number of parking spaces on each block face are noted numerically or by a series of symbols which relate to the type of parking control¹. Off-street lots included in the study were the two-story Estudillo Garage, the library, Washington Plaza Shopping Center, Pelton Center, the Lucky grocery store, and two small lots near the Ploughman's restaurant. The off-street lots are shown on Figure 2 as shaded areas with the total number of parking spaces indicated in the white boxes. A number followed by an "H" denotes handicapped parking stalls.

The inventory also noted the type of parking control. As indicated in the table above, parking spaces can be controlled by regulatory time zones, parking meters, or they may have no restrictions as to the type of vehicle or time limit (unrestricted). Referring to Figure 2, the central portion of the downtown within two blocks either side of East 14th Street is generally regulated by time zones or parking meters. There are a total of 305 parking meters included within the study area, and there are another

¹ Each block within the downtown area was numbered as shown on Figure 1 for tracking purposes, but this value (Numbers 1 through 38) has no implicit meaning.



2



100 meters in other parts of the city. Unrestricted spaces are much more prevalent near the residential areas further away from the central business district.

Most of the off-street parking spaces are controlled by regulatory time zones of either 1 1/2 or 2 hours maximum. The exceptions are the Estudillo Garage which has a separate pricing and time control structure (see Chapter II) and the two small lots near the Ploughman's restaurant which generally are unrestricted.

Parking Occupancy Surveys

Parking occupancy levels were surveyed throughout the downtown area on average weekdays to answer the question of where vehicles are parked at a specific time of day. These occupancy surveys identify the total number of vehicles on a particular block face or off-street lot at hourly intervals. The number of parked vehicles are compared to the available parking capacity to determine the percent occupancy for a specific time period.

TJKM conducted occupancy surveys on February 15, 1996 with supplemental surveys during the months of May and June. Surveys were taken on typical weekdays between the hours of 7:00 a.m. and 6:00 p.m. within the downtown area. The attached Appendix A presents the full results of the downtown occupancy surveys along with a summary bar chart.

In general, it was found that the downtown parking occupancy levels were highest between the hours of 11:00 a.m. and 3:00 p.m. on average weekdays. This period was taken as the focal point for the remainder of the study since it captured the highest sustained level of parking demand within the downtown area. Table II also shows that the occupancy levels were significant in the off-street lots as compared to the on-street spaces regardless of whether they were controlled by meters, time zones or unrestricted. The lowest occupancy levels occurred in the 24-minute and 10-hour metered areas.

Table II: Downtown Parking Occupancy Levels (all spaces)*

| No. | Type of Parking Control | Total Spaces | All Day Percent Occupancy | Peak 4-Hour Percent Occupancy |
|-----|-----------------------------|--------------|---------------------------|-------------------------------|
| 1 | 24-minute meter | 18 | 28% | 41% |
| 2 | 1-hour meter | 93 | 30% | 41% |
| 3 | 2-hour time zone | 319 | 37% | 44% |
| 4 | 2-hour meter | 90 | 43% | 52% |
| 5 | 4-hour time zone | 8 | 44% | 56% |
| 6 | 10-hour meter | 102 | 29% | 37% |
| 8 | Off-Street Lots and Garages | 1,029 | 55% | 68% |
| 9 | Unrestricted | 663 | 42% | 46% |

* Individual blocks and lots can have much higher or lower occupancy rates.

The results of the occupancy survey are much more insightful when presented for each specific parking area. Referring to Figure 3, the 4-hour peak period occupancy rates are mapped to show the rates for a particular block face or off-street lot in one of four categories:

Occupancy Level Percent Range

| | |
|-----------|-----------|
| Low | 0 to 50% |
| Medium | 50 to 70% |
| High | 70 to 90% |
| Very High | Over 90% |

Potential problem areas typically occur where parking occupancy levels exceed 70% for off-street parking and 90% for on-street parking. The difference between these thresholds is accounted for by the increased amount of time it takes vehicles to circulate through parking lots in search of empty spaces as opposed to discovering available on-street spaces. Based on the survey results (see Figure 3 and Appendix A), the vast majority of parking areas in downtown do not exceed these thresholds. Most notably, the Estudillo Garage was found to operate at less than 50% during the peak four-hour period.

The locations that did exceed the thresholds are:

On-Street Blocks with Very High Occupancy Levels

Harrison Street west of the library (Block No. 16 W)
Callan Avenue east of Santa Rosa Street (Block No. 17 N)
Joaquin Avenue between Hayes and Clarke Street (Block No. 19 S and No. 25 N)
Clarke Street between Joaquin Avenue and Juana Avenue (Block No. 24 E)
Santa Rosa Street between Joaquin Avenue and Juana Avenue (Block No. 28 W)

Off-Street Lots with High and Very High Occupancy Levels

Library (Block No. 16)
Washington Plaza North (Block No. 14)
Washington Plaza South (Block No. 20)
Pelton Center (Block No. 31)

All but one of the noted on-street blocks have unrestricted parking control and are located adjacent to residential areas. The exception is on Harrison Street next to the library which has 10-hour meters along that block face. There are a total of 43 highly used on-street spaces which represent less than two percent of the downtown parking supply. The spaces adjacent to residential uses are not good candidates for alternative parking control measures in general because it overly restricts access to people's homes.

All of the noted off-street lots are controlled by either 1-1/2 hour or 2-hour time zones and are adjacent to either institutional or retail uses. There are a total of 442 off-street spaces which are used to a significant level for an extended period of time. These spaces comprise nearly 20% of the downtown parking supply. The primary focus of the remainder of this study was on these selected off-street areas.

Parking Duration Surveys

After the high occupancy parking areas were identified, additional surveys were taken to measure the average length of time that a vehicle is parked in a particular area. This information is helpful to discern if alternative time limits are needed to better serve the parking demand whether it be short-term (retail uses) or long-term (employee parking). The parking duration surveys were performed by recording vehicle license plate numbers at regular intervals for selected areas during the four-hour peak period. The survey information was analyzed to determine the length of stay for each vehicle.

The four off-street lots noted above were surveyed on June 13, 1996 along with any fronting on-street parking for those particular blocks. The results are summarized on the following page in Table III. To ensure data integrity of the surveys data, a cross-check was made between the occupancy rates observed during the duration surveys and those from the initial occupancy surveys. Occupancy levels were found to be very similar in all cases.

Table III: Downtown Parking Duration Surveys During 4-Hour Peak Period

| Block/Area | Parking Control | Number of Vehicles Parked Less Than | | | | | Average Duration (Hours) |
|------------------|----------------------------|-------------------------------------|-------|-------|-------|---------|--------------------------|
| | | 1 Hr. | 2 Hr. | 3 Hr. | 4 Hr. | > 4 Hr. | |
| Washington Plaza | 2-Hour Zone (North) | 250 | 37 | 6 | 8 | 9 | 1.4 |
| | 2-Hour Zone (South) | 834 | 77 | 17 | 6 | 9 | 1.2 |
| | 1.5-Hour Zone (North East) | 99 | 12 | 4 | 5 | 7 | 1.7 |
| Pelton Center | 2-Hour Zone | 168 | 20 | 24 | 16 | 15 | 1.9 |
| | 24-Min. Meter | 51 | 1 | 0 | 0 | 0 | 1.0 |
| | 1-Hour Meter | 37 | 3 | 1 | 0 | 9 | 2.4 |
| | 2-Hour Meter | 18 | 2 | 0 | 7 | 0 | 1.9 |
| Library | 2-Hour Zone | 196 | 44 | 37 | 17 | 13 | 1.8 |
| | 2-Hour Meter | 27 | 6 | 1 | 0 | 0 | 1.2 |
| | 10-Hour Meter | 16 | 7 | 4 | 2 | 18 | 4.1 |
| Total | | 1,653 | 196 | 89 | 59 | 62 | 1.5 |

The duration survey was very helpful in understanding some of the dynamics of parking in these highly used areas. Referring to Table III above, vehicles in the downtown area were parked for about one and a half hours on average² in the survey areas while longer stays were noted in the library parking lot (a 2-hour zone) and in the 10-hour metered areas. A typical case is the 2-hour zone in

² Since the survey period was limited to four hours only (11:00 a.m. to 3:00 p.m.), the average duration for vehicles parked over four hours was assumed to be eight hours.

Washington Plaza South which is directly in front of the Safeway and Long's Drug stores. Nearly 90% of these patrons were found to park for less than one hour which is to be expected for this type of retail uses. Similar high turnover rates can be seen in other areas of the Washington Plaza and at Pelton Center.

A more significant finding is that long-term parked vehicles (4 hours and greater than 4 hours) appears to identify employees³ that have inappropriately parked in short-term spaces. Again in the Washington Plaza South area, the long-term parked vehicles accounted for 15 of the 239 spaces in that area. However, duration surveys were taken just before City crews removed parking meters along Hays Street behind the Washington Plaza area. Spot field reviews after the meter removal indicated that occupancy levels on Hays Street were considerably higher than previously observed which could account for a shift in long-term parking patterns if these two areas were to be resurveyed. If this parking pattern is maintained during inclement weather, the affect of long-term parked vehicles in front of the stores will be marginal.

The contrary is true at Pelton Center where long-term parked vehicles account for 31 of the off-street spaces and 16 of the on-street spaces. The proportion of apparent employees in the off-street lot accounts for nearly 50% of the provided spaces. On-street, long-term parking is also significant despite plenty of available unrestricted parking in the two City lots on the other side of Parrott Street (soon to be converted to private, accessory parking). It is also worth noting the 24-minute meters along East 14th Street and Juana Avenue appeared to be effective in promoting parking turnover in that all but one vehicle stayed for less than one hour during the survey.

The library off-street lot (2-hour zone) does have a significant amount of long-term parking (30 vehicles) which represents nearly one-quarter of the total supply. However, long-term parking does not seem to be an important aspect of the on-street metered spaces except for the block face on Harrison Street west of the library which is heavily parked all day. The situation at the library does have similarities with Pelton Center in that employees appear to be more likely to park in the short time zone off-street lot rather than in the long-term on-street metered spaces.

Parking Meters

Parking meters have attracted special attention from the Downtown Business Association as a part of this study. TJKM was asked to investigate if perhaps some or all of the parking meters could be removed in an effort to better serve the downtown parking demands. The following section considers the parking meters in terms of their purpose, and the benefits and problems in using them to manage parking supply.

There were 305 parking meters within the downtown area before the City crews removed 32 10-hour meters on Hays Street in June, 1996; now there are 273. The City maintained 401 meters citywide until the removal; now the City maintains 369.

The primary purpose of parking meters is to promote parking turnover near retail uses and to protect these spaces from misuse by very long-term parked vehicles. An corollary purpose of meters is to generate sufficient revenue to pay for all or a part of parking enforcement.

³ While the long-term parked vehicles likely indicate employee parking, no such verification is possible through this type of survey.

In terms of parking meter revenues and costs, the City collected \$82,000 in revenue in the last fiscal year and spent \$70,000 for meter operations and maintenance. The City charges \$0.50 per hour for all meters but the 10-hour meter which goes for the bargain rate of \$0.50 for four hours. The City rents spaces at the Estudillo parking garage for \$45/month for a reserved space (45 currently signed up) and \$30/month for pool spaces (103 out of 126 signed up). In rough numbers, it costs \$200 per meter per annum to collect the money and keep it operational.

For parking enforcement the City had two half-time meter enforcement officials during last year. Since October, 1995 this has been temporarily cut down to one half-time person during an extended absence of the other official. Budgeted parking enforcement has declined by over 50% since 1992 due to budget reductions.

The City covers all meters downtown during the holiday season. The merchants appreciate this program.

Based on the revenue vs. costs, the break even point is generally 30% daily occupancy. This does not include revenue from tickets and lumps together all types of meters rather than differentiating. If 30% were used as the threshold, 100 meters could be removed because they do not pay for themselves.

III. Downtown Parking Alternatives

Alternatives Primarily for Management of Parking Supply

No projection of future parking demand was completed, because City planning staff determined there is insufficient vacant or re-developable space to make a big difference -- especially in the heavily used areas. Overall, there are sufficient spaces within downtown San Leandro to accommodate potential demand; however, there are spot shortages of supply, especially off-street lots, which cannot easily be increased due to space limitations and economic realities. On the whole, however, most of the parking supply shortages can be adequately addressed through changes in how the City manages its on-street parking spaces and lots as well as improved management and enforcement of employee parking in private parking lots such as Pelton Center. The City has developed two projects, one of which is complete and the other is now out to bid for construction. One project was the removal of the 10-hour meters on Hays Street behind Safeway; store employees now park in these spaces (formerly unused) and free up scarce parking in the Washington Plaza lot. The second project, the revisions to Parrott Street and Pelton Center, will add needed parking to support a stronger retail volume in the future.

There are several general alternatives for consideration in better managing the parking supply, both on-street and off-street, that may open up more parking in areas where demand exceeds supply. In addition, removal of meters, and even time limits, may improve the business climate in some areas depending upon the expressed needs of nearby businesses (next section below). The alternatives considered for on-street spaces were:

- ▶ Addition of angle parking in areas where parking demand is high;
- ▶ Removal of all parking meters throughout the downtown and increasing enforcement;
- ▶ Retention of parking meters in locations where occupancy is moderate to high;
- ▶ Removal of parking meters along blocks where the majority of businesses wish them removed;
- ▶ Conversion of restricted parking to parking spaces where street capacity and width can permit a return to on-street parking; and
- ▶ Changes in time limits for both metered and non-metered spaces.

In addition to strategies for on-street spaces, possible improvements were discussed for off-street lots where parking demand is very high. These include:

Washington Plaza

- ▶ No apparent solutions exist for Washington Plaza. Standard parking ratios indicate that 103,000 square feet needs 400 parking spaces rather than the 240 provided. Of note is that the lot on the east side of Washington Avenue (at Safeway-Longs) has an occupancy rate of only 46% from 11 a.m. to 3 p.m. This is reported to be typical excepting the 1st and 15th of the month, which are busy days for the Bay Bank of Commerce which the lot primarily serves.

Pelton Center

- ▶ Proceed with new angle parking and off-street lots along Parrott Street to relieve long-term parking demands in Pelton Center. The City will soon put this project out to bid. The project adds almost 30 new spaces on Parrott Street and another 20 new spaces in a new off-street lot on West Juana Avenue between Washington Avenue and East 14th Street.
- ▶ Direct employees to park away from the most convenient spaces for retail customers. Increased and regular enforcement will correct the problems in this lot.

Library

- ▶ Remove the 10-hour meters on Estudillo and Callan Avenue and convert the spaces to 4 hour parking. With the planned seismic retrofit of the library, the City plans to convert these spaces to 45° angle parking for a gain of 35 to 40 spaces overall. This new angle parking will be considered a part of the off-street parking supply for the library and should provide almost sufficient parking supply for the reconstructed and expanded library.

Lot Behind Strizzi's

- ▶ Enforcement of the time limits on parking could free up spaces for customers currently used by employees parking in the lot. Employees could be directed to park in the city garage which is never more than 50% full.

Results of Survey of Businesses Adjacent to Parking Meters

To better formulate appropriate and specific recommendations for localized parking changes tailored to business needs, a survey of downtown businesses adjacent to metered parking was conducted by the City. A copy of the survey questionnaire and a summary of the results is provided in Appendix B. In all, the city mailed out 151 questionnaires, 49 to business property owners and 102 to business tenants. Eight of the properties were vacant and advertised for rent. The number of questionnaires returned total 55, or a response rate of 38% (vacant stores and properties excluded). The survey asked for data on several issues including whether store employees used parking spaces that could better be used by customers, where employees parked and whether customers needed the on-street parking to access their stores. Opinions were also sought regarding whether parking meters helped to make on-street space available for customers, and whether enforcement should be increased or not. Finally, those surveyed were asked whether they wanted to keep the meters on their block, and regardless of meters, what kind of time limits were needed.

Thirty returns advised keeping the meters, or 55%. Only 38% wanted to see more enforcement of the time limits and meters, saying that the current levels of enforcement are about right (they do not want their customers getting parking tickets for a few minutes, or perhaps even an hour over), but most acknowledged the need for enforcement to keep employees from parking in customer spaces. Twenty-three responses (42%) reported their employees parking in off-street lots with the remainder parking on-street, most in unlimited time limit, non-metered parking; however, one in five respondents indicated that their employees parked in metered or time limit, on-street parking which indicates that some employees are probably feeding meters and moving cars to avoid tickets.

Of those wishing to keep the meters on their block, most responses coincided with locations where the

metered parking slots are usually occupied; generally those wishing to have meters removed were in locations where metered parking spaces are typically empty. Therefore, it is relatively easy to recommend that "productive" meters should be retained (they pay for themselves and the abutting businesses want them to stay), and that "unproductive" meters should be removed (meters in locations where the occupancy rates are less than 30%, and do not generate enough revenue to pay for their maintenance and operation). It is also relatively easy to modify parking time limits, metered or not, in response to the wishes of the abutting businesses. The following chapter on recommendations provides a detailed description of the changes in meter operations and time limits throughout the downtown.

Conversion of Restricted Parking to Additional Parking

A few locations were identified by Downtown Parking Committee members as well as staff regarding adding on-street parking spaces where the parking supply is deficient. Specifically, the north curb of West Juana Avenue between East 14th Street and Washington Avenue could be converted to parking by removing the red curb and the westbound right turn lane onto Washington Avenue. Additionally, on the south curb of West Juana Avenue, removing the restrictions on parking east of the bus stop on the southeast corner could add a space, and removing the restrictions on parking on the southwest corner could likewise add two spaces in front of the Latte Da restaurant. Finally, removal of the loading zone and a short length of red curb would add two more spaces in front of the Kenny Lee Building on East 14th Street, west side, north of West Juana Avenue.

IV. Recommended Downtown Parking Plan

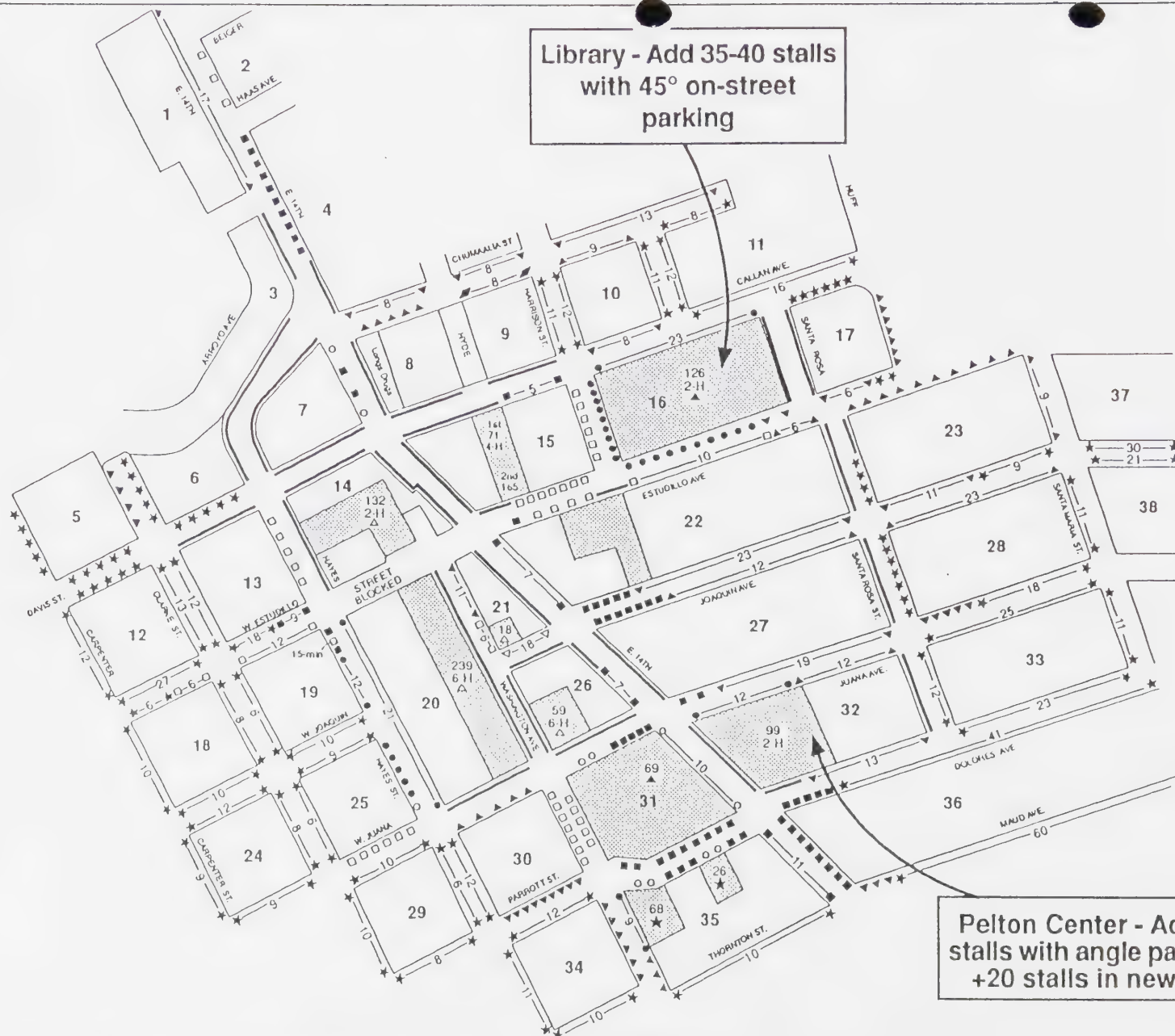
Summary of Recommendations

Figure 4 shows the locations of improvements to off-street parking due to City projects and the number of new spaces added. Figure 5 shows the locations of added angle parking to increase the on-street supply of parking spaces. City projects are included and the net increases are estimated in the figure. Figure 6 shows locations where the removal of meters is recommended including the number of meters to be removed. Figure 7 shows the changes in time limits and the number of on-street stalls affected. Finally, Figure 8 shows the addition of new on-street parking spaces and the resulting increase in the number of spaces. The following narrative details the specific changes to on-street parking that are recommended. Implementation of the recommendations would be done through the City Council by changing the traffic code through resolution. Existing procedures for modifying the traffic code include notification of business tenants and property owners for each proposed change in time limits or other parking regulations.

Detailed Recommendations

1. Angle parking should be added to the following locations:
 - a. Parrott Street, both sides, between East 14th Street and Washington Avenue (+30 spaces-approx.)
 - b. Callan Avenue, Harrison Street to Santa Rosa Street (+25 spaces-approx.)
 - c. Estudillo Avenue, Santa Rosa Street to Harrison Street (+14 spaces-approx.)
2. Parking meters should be removed in the following blocks, and changes should be made to time limits as indicated:
 - a. 800 block of East 14th Street, east side, -3 two hour, change to one hour limit
 - b. 1000 block of East 14th Street, east side, -10 one hour, same time limits
 - c. 1100 block of East 14th Street, west side, -2 24 minute, -2 one hour, same time limits
 - d. 1400 block of East 14th Street, west side, -7 one hour, change to four hour time limit
 - e. 1600 block of East 14th Street, west side, -11 one hour, change to one 24 minute space and nine two hour spaces
 - f. 1600 block of East 14th Street, east side, -8 one hour, change to two hour spaces
 - g. 300 block of Estudillo, south side, -10 two hour, same time limits
 - h. 300 block of Estudillo, north side, -10 ten hour, change to four hour spaces
 - i. 300 block of Callan Avenue, south side, -23 ten hour, change to four hour
 - j. 100 block of Joaquin Avenue, south side, -7 one hour, change to two hour

TOTAL METERS REMOVED: 2 24-minute, 45 1-hour, 13 2-hour, 33 10-hour = 113
METERS REMAINING IN DOWNTOWN: 160 (53% of meters in December, 1995)



| Non Meter | | Meter |
|-----------|--------------|-------|
| | 24 Min. | ○ |
| △ | 1 Hr. | ■ |
| ▲ | 1-1/2 Hr. | □ |
| ▤ | 2 Hr. | ○ |
| ▥ | 4 Hr. | ● |
| ★ | 10 Hr. | ● |
| ★ | Unrestricted | |
| — | No Parking | |

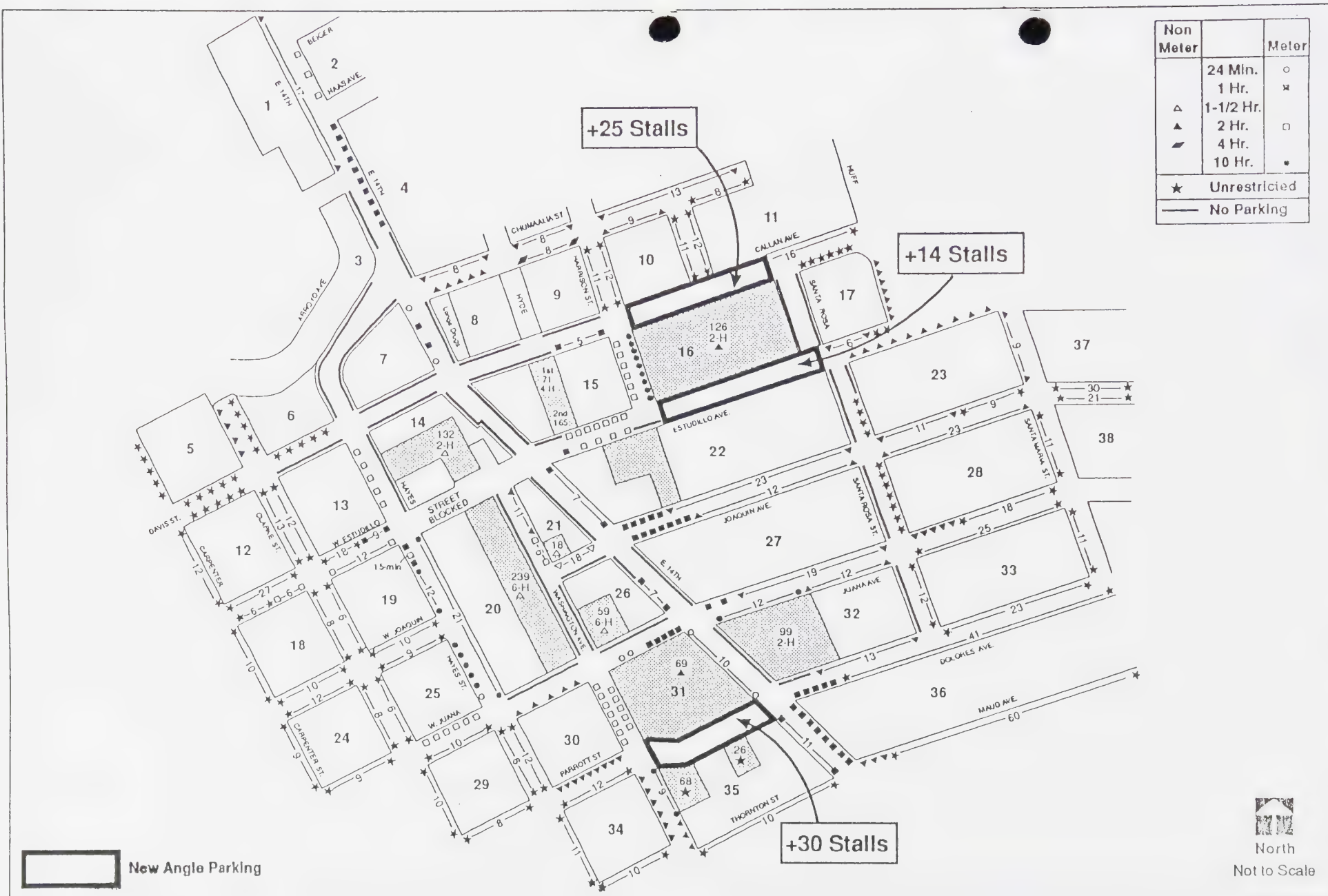
Pelton Center - Add 30 stalls with angle parking, +20 stalls in new lot.



City of San Leandro
New Off Street Spaces

Figure
4





City of San Leandro
Locations to Add Angle Parking

Figure
5





City of San Leandro
Location of Parking Meter Removal

Figure

6



| Non Meter | | Meter |
|----------------|-----------|-------|
| | 24 Min. | ○ |
| | 1 Hr. | ◻ |
| △ | 1-1/2 Hr. | ◊ |
| ▲ | 2 Hr. | □ |
| ▤ | 4 Hr. | • |
| | 10 Hr. | ● |
| ★ Unrestricted | | |
| — No Parking | | |



2 hr. New Time Limits

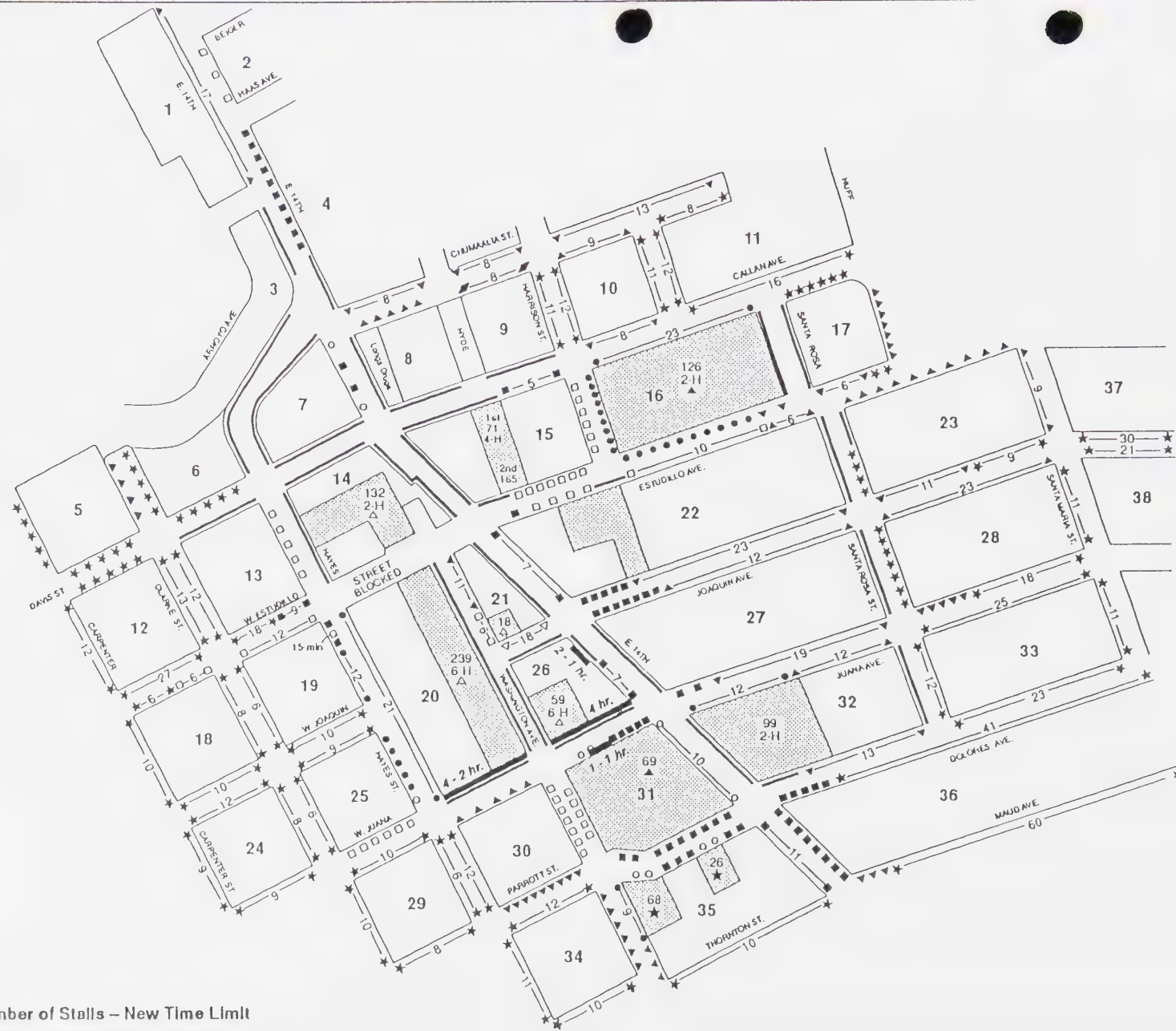
North
Not to Scale

City of San Leandro
Revised Meter Time Limits

Figure
7



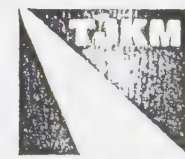
| Non Meter | | Meter |
|-----------|--------------|-------|
| | 24 Min. | c |
| △ | 1 Hr. | h |
| ▲ | 1-1/2 Hr. | |
| ▤ | 2 Hr. | o |
| ▥ | 4 Hr. | |
| ▧ | 10 Hr. | • |
| ★ | Unrestricted | |
| — | No Parking | |



North
Not to Scale

City of San Leandro
Time Limits for New On Street Spaces

Figure
8



3. Meter time limits should be changed at the following locations where meters are recommended to remain:
 - a. 1300 block East 14th Street, east side, change from 7 one hour to two hour meters
 - b. 1500 block of East 14th Street, west side, change from 10 24 minute to 8 one hour, 2 24 minute meters
 - c. 200 block of Estudillo, south side, change from 4 two hour to 4 four hour meters
 - d. Parrott Street, East 14th Street to Washington Avenue, both sides, establish four hour parking meters throughout
4. Time limits for new on-street parking spaces should be established as follows:
 - a. 1400 block East 14th Street, west side, remove loading zone and sufficient red curb to add two spaces, establish time limits of one hour
 - b. West Juana Avenue, East 14th Street to Washington Avenue, north side, establish spaces as four hour
 - c. West Juana Avenue, East 14th Street to Washington Avenue, south side, add 1 one hour space
 - d. West Juana Avenue, Washington Avenue to the west, create approximately 4 two hour spaces
5. Employers on the east side of East 14th Street between Callan Avenue and Joaquin Avenue should consider a program in which they purchase monthly parking in the City parking garage for their employees, and then enforce restrictions against employees parking in city lots closer to their stores and restaurants. To complete this strategy the City needs to improve garage security to ensure the safety of employees walking to and from their cars in the garage before and after normal business hours. This can be accomplished with new gates and card key systems to provide a secured area for employees' cars away from general public access. If this could be accomplished, up to 25 parking spaces could be freed for customers in this high demand area.
6. The City should periodically review metered and non-metered parking both on-street and off, time limits, and parking demand and supply to ensure that available parking in downtown is provided as needed, and that the management of the parking supply best supports a viable economic climate for business throughout downtown. The methods for review should be similar to those in this parking study through the use of parking use surveys combined with surveys of business opinions and needs.

Procedures for both incremental changes as well as system-wide changes already exist and incorporate notification of all affected businesses and property owners about the proposed change. If there are no comments received challenging the changes, the traffic code revisions are sent to the City Council for their approval. If there are challenges, city staff works with the affected parties to arrive at an agreed proposal for change, if any. For example, if a business wishes a change in parking time limits, city staff poll the other businesses along the block. If the majority consent, the time limits are recommended for change. If there is no majority, staff can recommend either no change or only changing the limits adjacent to the requesting business. The point is that existing procedures generally implement this recommendation.

Conclusions

The project was directed to answering key questions regarding how demand for parking spaces on- and off-street varies over the day, whether there is a sufficient supply of parking appropriately located, whether long-term parking intrudes into surrounding residential neighborhoods, and whether existing parking regulations and meters should be modified or eliminated.

This study has shown that overall, downtown has sufficient parking, but not always as convenient to destinations as desired. There are opportunities to increase parking supply, and these are described in the Recommendations section, and there are many detailed recommendations for modifying parking regulations and removing parking meters. Long-term parking for employees exists in several locations, but the current attitude of employees is reflected in the summary of comments to the questionnaire: they desire to park very close to where they work while standard practice would have them park a couple blocks away in spaces subject to less demand - such as the city parking garage. City staff and the consultant found opportunities to increase parking supply in most of the few locations where demand exceeds supply, such as the library, Pelton Center and the Washington Plaza lot. The increased parking supply does not necessarily make up the entire deficit in parking supply, but, there are few options to increase the supply beyond the steps identified in this report. For example, increasing parking at Washington Plaza (near Long's and Safeway) is constrained by Juana Avenue on the south, Safeway on the west, and buildings along East 14th Street to the east. While there is parking available in the plaza to the north of the Safeway and Long's parking field, it is too far away to adequately serve Safeway.

Generally, the study showed that parking is dynamic and changes with the mix and locations of business in downtown, and therefore, needs to be managed dynamically as well. From time-to-time the City should update this study as a whole, and should also adjust parking supply, time limits and meters on the basis of day-to-day requests and process.

APPENDIX A

Results of the Downtown Occupancy Surveys

Results of the Downtown Occupancy Surveys

| Street & Block | Where empl park? | In Customer Spaces? | Customer needs parking | Do meters help? | Need More enforcement? | Keep Meters? | Time Limits |
|----------------|------------------|---------------------|------------------------|-----------------|------------------------|--------------|-------------|
| Callan: 100 | garage | no | yes | ? | no | yes | 120 |
| E. 14th: 1000 | on and off | yes | yes | yes | no | yes | 60 |
| E. 14th: 1000 | lot | no | yes | yes | no | yes | 60 |
| E. 14th: 1000 | lot | no | yes | yes | yes | yes | 60 |
| E. 14th: 1000 | lot | yes | no | yes | no | yes | 24 |
| E. 14th: 1100 | lot | yes | no | no | no | no | 24 |
| E. 14th: 1100 | street-no time | no | yes | no | no | yes | 60 |
| E. 14th: 1100 | street-time | no | yes | no | no | no | 180 |
| E. 14th: 1300 | garage | yes | no | yes | no | yes | 120 |
| E. 14th: 1300 | lot | yes | no | no | yes | yes | 120 |
| E. 14th: 1300 | log | yes | yes | no | yes | yes | 60 |
| E. 14th: 1300 | on and off | yes | yes | yes | yes | yes | 150 |
| E. 14th: 1300 | on and off | yes | yes | no | yes | no | 120 |
| E. 14th: 1300 | garage | no | yes | yes | no | yes | 24 |
| E. 14th: 1400 | street-on time | no | yes | no | no | no | 240 |
| E. 14th: 1400 | street-no time | no | yes | no | no | no | 240 |
| E. 14th: 1400 | lot | no | yes | yes | yes | no | none |
| E. 14th: 1500 | lot | yes | yes | no | no | no | none |
| E. 14th: 1500 | street-no time | no | yes | yes | nl | yes | 60 |
| E. 14th: 1500 | street-no time | no | yes | yes | yes | yes | 60 |
| E. 14th: 1500 | street-no time | no | yes | yes | yes | yes | 60 |
| E. 14th: 1500 | not stated | no | yes | yes | yes | yes | 24 |
| E. 14th: 1500 | lot | yes | yes | no | no | no | 60 |
| E. 14th: 1600 | street-meter | no | yes | no | no | yes | 180 |
| E. 14th: 1600 | not stated | yes | yes | no | yes | no | 60 |
| E. 14th: 1600 | street-meter | yes | no | no | no | no | none |
| E. 14th: 1600 | street-meter | yes | yes | no | no | no | 120 |
| E. 14th: 1600 | lot | no | yes | no | no | no | 120 |
| E. 14th: 1600 | street-meter | yes | yes | no | no | no | none |
| E. 14th: 1600 | street-meter | yes | yes | yes | no | yes | 120 |

Results of the Downtown Occupancy Surveys (cont.)

| Steet & Block | Where empl park? | In Customer Spaces? | Customer needs parkng | Do meters help? | Need More enforcement? | Keep Meters? | Time Limits |
|------------------|---------------------|------------------------|--------------------------|--------------------|---------------------------|-----------------|----------------|
| E. 14th: 1600 | street-time | no | yes | yes | yes | yes | 24 |
| E. 14th: 1600 | street-meter | no | yes | no | no | no | 120 |
| E. 14th: 1600 | street-no time | yes | yes | yes | yes | yes | 60 |
| E. 14th: 800 | not stated | no | no | yes | yes | yes | 60 |
| E. 14th: 800 | lot | no | yes | no | no | no | 24 |
| Estudillo: 100 | lot | no | yes | yes | no | no | 240 |
| Estudillo: 200 | lot | yes | yes | yes | no | yes | 120 |
| Estudillo: 200 | lot | yes | yes | no | yes | no | 60 |
| Estudillo: 200 | street-no time | no | yes | yes | yes | yes | 180 |
| Estudillo: 200 | lot | yes | yes | no | yes | yes | 120 |
| Estudillo: 300 | lot | yes | yes | no | no | no | 60 |
| Estudillo: 300 | lot | yes | yes | no | no | no | 120 |
| Estudillo: 300 | lot | yes | yes | yes | yes | yes | 24 |
| Hays: 1200 | street-meter | no | yes | no | no | no | none |
| Hays: 1300 | street-no time | no | yes | yes | yes | yes | 24 |
| Hays: 1400 | lot | yes | yes | yes | no | yes | 24 |
| Joaquin: 100 | street-meter | no | yes | yes | no | yes | 180 |
| Joaquin: 100 | street-time | yes | yes | no | yes | no | 120 |
| Joaquin: 100 | lot | no | yes | yes | no | yes | 120 |
| Joaquin: 100 | lot | yes | yes | yes | yes | no | none |
| Parrott: 100 | street-time | yes | yes | no | no | no | none |
| Pelton: 100 | not stated | na | yes | no | yes | no | 120 |
| Wash: 1500 | street-no time | no | yes | no | no | no | 120 |
| Wash: 1500 | everywhere | yes | yes | ? | no | yes | 120 |
| Wash: 1500 | lot | yes | no | yes | no | yes | 24 |

APPENDIX B

Survey Questionnaire and Summary of the Results

City of San Leandro
Civic Center, 835 E. 14th Street
San Leandro, California 94577



July 25, 1996

Dear Parking Committee Member:

For your information, enclosed is a copy of a parking survey that focuses on the effectiveness of parking meters in downtown San Leandro. As discussed at the June 24 committee meeting, the survey has been distributed to downtown business owners.

The final study and recommendations will be presented to City Council at a work session in late August. We will meet prior to the work session to go over the survey results and discuss recommendations.

Sincerely,

Debbie Potter sm

Debbie Potter
Redevelopment Administrator

Enclosure

cc: N. Klein
G. Kruger

ENGINEERING

JUL 27 1996

TRANSPORTATION

Ellen M. Corbett, Mayor

City Council:
Kent W. Myers; Gordon A. Galvan;
Linda Perry;

Howard W. Kerr;
Julian P. Polvorosa;

Garry A. Loeffler;
Mike Oliver, City Manager



DOWNTOWN PARKING QUESTIONNAIRE

1. What is your business?
☐ retail ☐ bank and finance ☐ medical/dental
☐ personal services ☐ real estate ☐ other office: _____
☐ other: _____
2. Where do your employees park?
ON STREET: ☐ metered ☐ time limit ☐ no time limit
OFF STREET: ☐ garage ☐ lot
DON'T KNOW: _____
3. Do your employees park in spaces that could be used by your customers?
☐ YES
☐ NO
4. Do your customers need on-street parking near your front door?
☐ YES
☐ NO
5. Do you think meters help make nearby on-street parking more available to your customers?
☐ YES
☐ NO
6. Do you think more parking enforcement is needed to free up more nearby parking spaces?
☐ YES
☐ NO
7. Do you want the City to keep parking meters on your block?
☐ YES
☐ NO
8. What time limits should be established on your block?
☐ 24 minute
☐ 1 hour
☐ 2 hour
☐ 3 hour
☐ Other (please indicate your preference: _____)
9. What is the address of your business? _____
10. Other Comments: _____

THANK YOU FOR YOUR COOPERATION. PLEASE DROP IN ANY MAILBOX BY
JULY 31, 1996 TO: San Leandro City Hall, 835 East 14th Street, San Leandro CA 94577,
Attn.: Debbie Potter, Redevelopment Administrator.

PARKING SURVEY QUESTIONNAIRE

Summary of Comments

- ▶ We believe in more strict enforcement of parking time limits and meters. Has been very helpful to date.
- ▶ Meter maids are necessary to enforcement of parking times.
- ▶ If we get rid of the meters, I'm afraid our employees and others' employees will park there!!!
- ▶ Very rarely do I get complaints from my customers who use the meters.
- ▶ I don't like meters, but it is my understanding that it would be impossible to enforce the 2-hour time limit.
- ▶ My employees either park on side streets with no meters or at the 8-hour meters.
- ▶ I'm afraid other stores employees and my employees might abuse the situation if there were no meters.
- ▶ I just opened my store, and already my employees have received five tickets. We have established, what seems to be a productive business, but because we don't have access to a parking space we may have to close after our lease is up. We try to watch the meter, but when we are seeing customers, we just forget (to feed the meter).
- ▶ Hope the City will try to find safe, all-day parking for employees and owners of small businesses.
- ▶ To encourage shoppers to our town, our city parking lots should be operated like the shopping malls - with no time limits. Customers would then be able to take care of more than one errand per trip such as banking, shopping, lunch and hair care, for example.
- ▶ What is being done to improve the property of the corner of Hass Avenue?
- ▶ What about tags for employees of city business to hang in the window of cars to exempt them from parking tickets? Of course, employees would not park directly in front or where customers have closest access. Customers are important. Parking should be accessible - but if employees are penalized for parking or parking is inaccessible for employees -- who will serve the customer? Must consider both!
- ▶ Need two lanes (business is adjacent to the part of East 14th Street with only one northbound lane).
- ▶ My concern about getting rid of the meters is that my employees or others will park all day and not leave customers adequate parking.
- ▶ Our customers shop here for a bargain, its very frustrating to have a ticket when returning to their car. The meter maid seems to be waiting for the meter to expire. It was wonderful during the holidays to have free parking. Our customers loved it.
- ▶ If parking meters are taken out and the city does not strictly enforce a time limit on

street parking, employees will park on the street! Note: employers cannot consistently control employees parking on street. We need some type of city enforcement to assist business owner and managers.

- ▶ We wish there were no meters. Giving tickets drives customers to go to malls.
- ▶ If you decide to abolish the meters, you must think first: will it benefit the workers, people that like to park all day or the shoppers?
- ▶ People that work about two or three blocks away, park at our customer places.
- ▶ Streets should not be enforced. We badly need a parking lot.
- ▶ Charge a lot more for parking - good revenue.
- ▶ The 10-hour meters around us have been removed. There is a lot more long-term parking now.
- ▶ If there were no metered parking on East 14th Street, it would be a nightmare. Please leave the meters!!!
- ▶ It would be nice to have an employee parking lot just like the City of San Leandro. New, clean, and nearby.
- ▶ The absence of meters on Hays Street had been noted. Thanks!
- ▶ In the city parking lots, the employees pay parking games and use most of the parking. This should not be allowed.
- ▶ Short-term meters do not help me. I have called several times to express my dissatisfaction. I was told nothing could be done.
- ▶ Need to find a place for business owners to park. A must.

Mona Handlos
Alameda Bank
1585 East 14th Street
San Leandro, CA 94577

Paul Palladine
Lynn's Floral Designs
126 Joaquin Avenue
San Leandro, CA 94577

John Songey
Blaisdell's Stationers
1519 East 14th Street
San Leandro, CA 94577

Lorraine Lins
Garner's Camera Center
1234 East 14th Street
San Leandro, CA 94577

Dick Kahler
Bay Bank of Commerce
1495 East 14th Street
San Leandro, CA 94577

John Kidder
Kidder Flowers
P.O. Box 39
San Leandro, CA 94577

Mandy Britto
Mandy's Jewelers
1465 East 14th Street
San Leandro, CA 94577

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